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A NEW PERSPECTIVE OF BUSINESS

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Brussels: A City of World-Class Chocolates, Festivals, and Timeless Beauty

Blog

Top Remote Work **Software Companies:** Revolutionizing the Way We Work

THE MOST TRUSTED

Cyber Security

Companies To Watch In 2025

MATTHEW ROSENTRATER

Tekkis | President

EMPOWERING BUSINESSES

WITH SEAMLESS, IN-HOUSE CYBERSECURITY SOLUTIONS

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A NEW PERSPECTIVE OF BUSINESS

This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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Proactive Security for a Digital Future!

In today's hyper-connected world, cybersecurity is no longer an option – it's a necessity. Tekkis, a leading provider of proactive cybersecurity solutions, is dedicated to protecting businesses from the ever-evolving threats they face. Under the leadership of **Matthew Rosentrater (President),** the company specializes in tailored, cost-effective services such as managed security, threat intelligence, and data backup and disaster recovery solutions.

What sets Tekkis apart is its in-house development of custom-built software and hardware. This unique approach allows Tekkis to deliver highly integrated solutions that perfectly meet each client's specific needs. By developing and maintaining these solutions in-house, Tekkis ensures seamless security, enabling businesses to operate without disruption while remaining fully protected.

Tekkis's focus extends beyond simply solving problems. The company emphasizes proactive security strategies, aiming to prevent cyberattacks before they occur. This proactive approach, combined with its commitment to client education and ongoing support, empowers businesses to navigate the complexities of the modern threat landscape with confidence.

In an era where cyberattacks are becoming increasingly sophisticated, Tekkis's innovative approach to cybersecurity is more crucial than ever. By providing tailored, cost-effective, and highly integrated solutions, Tekkis helps businesses of all sizes achieve a higher level of security and build a more resilient future in the digital age.

Utkarsh D.

LEADERS IN SPOTLIGHT

Matthew Rosentrater's (President) leadership at **Tekkis** has been pivotal in shaping the company into a leading provider of proactive cybersecurity solutions. Under his guidance, Tekkis specializes in delivering tailored, cost-effective services that are crucial in defending businesses against the ever-evolving cyber threat landscape. With a focus on managed security, threat intelligence, and data backup disaster recovery, Tekkis stands out for its ability to customize cybersecurity solutions that meet the specific needs of each client.

Founded with a mission to provide real, proactive security, Tekkis takes a forward-thinking approach to cybersecurity. The company's core philosophy is not just to respond to threats, but to prevent them, ensuring businesses remain secure while minimizing disruptions. Tekkis' custom-built software and hardware solutions are developed entirely in-house, offering an unparalleled level of integration and efficiency. This approach allows Tekkis to provide seamless, non-disruptive protection that ensures clients' operations continue without interruption.

As the digital world faces increasingly sophisticated threats such as ransomware, malware, and phishing attacks, Tekkis has adapted by constantly evolving its strategies and services. The company meets the growing demands of clients for tailored, real-time security solutions, and takes a proactive stance in educating clients on the importance of strong cybersecurity measures. Balancing regulatory compliance with effective security and cost management is another area where Tekkis excels, providing businesses with comprehensive solutions that align with industry standards and budgetary constraints.

One of Tekkis' defining features is its focus on in-house development. By creating custom solutions internally, the company can offer clients greater control over their cybersecurity infrastructure, reducing the total cost of ownership while enhancing security effectiveness.

10

MATTHEW ROSENTRATER

COVER STORY

UPSHOT

22

Brussels: A City of World-Class Chocolates, Festivals, and Timeless Beauty

BLOG

30

Top Remote Work Software Companies: Revolutionizing the Way We Work

CASE STUDY

36

Baskin-Robbins: The Iconic Ice Cream Chain with Endless Flavor Adventures

ARTICLE

46

34 Brands That Offer Student Discounts

CONTENTS

GORILLA20
CREATIONS

武士道

HON

Apparel inspire
creations empower

E S T Y

*A **warrior** never lies.*
"Deception" does not exists in
*the book of a **warrior** .*

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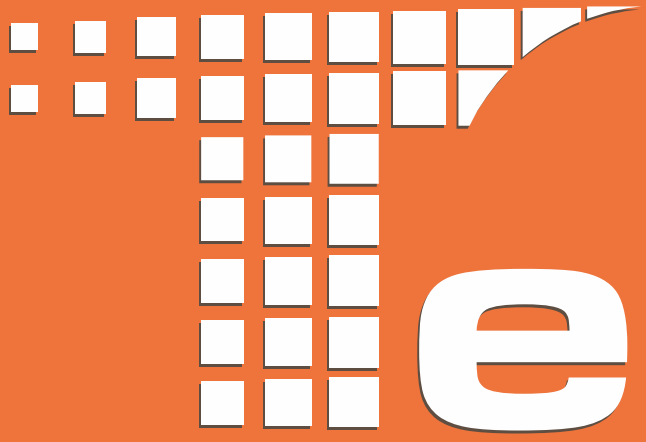


Tekkis

Empowering Businesses with Seamless, In-House Cybersecurity Solutions

Matthew Rosentrater | President

As digital systems continue to expand, the amount of information stored and shared online has also grown. This has made cybersecurity more important than ever, especially with the increasing threats of ransomware, phishing attacks, and malware. Cybersecurity companies play a critical role by helping businesses identify vulnerabilities, implement advanced security systems, and continuously monitor for potential breaches. The need for robust security measures has become a top priority for businesses, driving the global cybersecurity market to grow from **USD 193.73 billion in 2024 to USD 562.72 billion by 2032.**

Tekkis is a leading provider of proactive cybersecurity solutions, dedicated to protecting businesses from these evolving threats. Under the leadership of **Matthew Rosentrater,** the company specializes in tailored, cost-effective services such as managed security, threat intelligence, and data backup disaster recovery solutions. What sets Tekkis apart is ***its in-house development of custom-built software and hardware,*** delivering highly integrated solutions that meet each client's unique needs. This approach ensures seamless security, enabling businesses to stay protected without disrupting their daily operations.

Cover Story

Proactive Security for a Digital Future

Tekkis was established with a clear mission: ***to provide real security solutions and proactive management that minimize disruptions and eliminate downtime for businesses.*** With almost two decades of experience, the company specializes in protecting businesses against the growing threats of ransomware, malware, and other cyberattacks. Tekkis goes beyond solving problems — it focuses on preventing them. By offering reliable and cutting-edge cybersecurity strategies, the company tailors its solutions to meet the unique needs of each client, empowering them to stay secure in an ever-evolving digital landscape.

Adapting to the Ever-Changing Threat Landscape

In the early stages of Tekkis' journey, the company faced several challenges that were crucial to overcoming. These included navigating an evolving threat landscape, managing rising client expectations, and addressing regulatory compliance while balancing the cost of technology and tools.

Evolving Threat Landscape

Cybersecurity threats are constantly evolving, requiring constant adaptation to address sophisticated new attacks like ransomware and phishing.

Rising Client Expectations

Clients now demand more tailored, immediate, and effective security solutions to match growing threats.

Client Education and Buy-in

It's critical to educate clients about the importance of strong security measures and gain their commitment to them.

Regulatory Compliance

Businesses must navigate complex regulatory requirements while ensuring cybersecurity measures align with industry laws.

Cost of Technology and Tools

Advanced security solutions often come with high costs, posing challenges for businesses balancing security needs with budget constraints.

Meeting Unique Client Needs

The turning point in Tekkis's growth came from its distinctive ability to develop custom software and hardware security solutions entirely in-house. Unlike off-the-shelf products, these tailored solutions were designed to meet the specific needs of each client, offering a level of protection and efficiency that standard solutions could not provide. By creating these tools internally, Tekkis was able to significantly reduce the total cost of ownership for clients, while simultaneously improving the value they received through advanced functionality and seamless integration.

Tekkis' innovative approach has set the company apart from its competitors, emphasizing its commitment to delivering cost-effective and scalable security solutions. By focusing on in-house development, Tekkis maintains greater control over quality, quickly adapting to evolving cyber threats and ensuring consistently high service standards for its clients. This focus on providing tailored, value-driven solutions remains central to Tekkis' mission to empower businesses with secure and resilient infrastructures.

Cover Story

Comprehensive Cybersecurity Solutions

Tekkis specializes in a range of cybersecurity products and services designed to protect businesses from evolving digital threats. Their offerings include proactive security solutions, managed security services, threat intelligence, and data backup and disaster recovery.

Tekkis offers a range of services designed to safeguard businesses from ever-evolving cyber threats:

Proactive Cybersecurity Solutions

Customized strategies to prevent and respond to emerging threats.

Managed Security Services

Ongoing monitoring and management of security systems to ensure continuous protection.

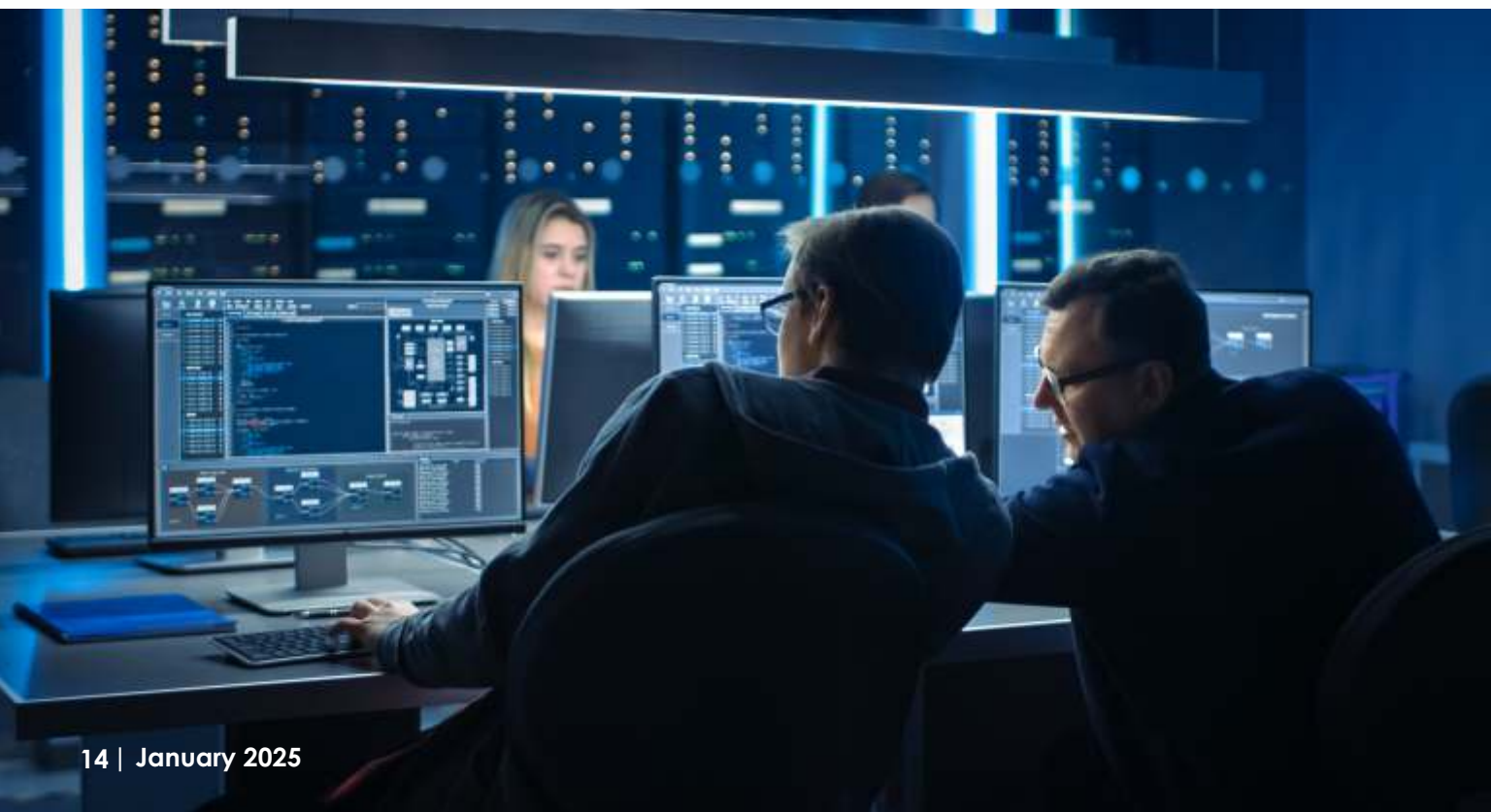
Threat Intelligence

Advanced insights and analysis to detect potential threats before they cause harm.

Data Backup and Disaster Recovery Solutions

Safeguarding data through regular backups and providing recovery options in case of data loss or system failure

In addition to these services, Tekkis takes proactive steps to advance its offerings by staying ahead of cybersecurity threats. ***The company incorporates client feedback and leverages the latest technological advancements.*** Its in-house team of cybersecurity experts, including skilled ethical hackers, plays a key role in designing and developing custom software and hardware solutions. This approach ensures that Tekkis remains at the forefront of the cybersecurity industry, delivering tailored solutions that effectively address each client's unique security needs.



Invisible Protection for Seamless Business Continuity

Tekkis understands that the most effective cybersecurity solutions in today's digital landscape are those that operate seamlessly in the background. The company empowers businesses with tools that protect their infrastructure while ensuring smooth, uninterrupted operations. Built on a solid foundation of custom-developed cybersecurity software and hardware, advanced threat intelligence, and proactive management, Tekkis provides businesses with the necessary defenses to stay secure in an ever-evolving threat environment. This approach ***safeguards business operations and ensures that security doesn't interfere with the overall user experience.***

Tekkis's software platform takes this philosophy further by operating quickly and quietly in the background, delivering robust security without disrupting daily operations or drawing attention to itself. Unlike traditional security tools, which often cause noticeable slowdowns or require manual intervention, Tekkis's solutions are designed to integrate seamlessly. This ensures that systems remain optimized, users remain unaware of any disruptions, and businesses can focus on their core activities without compromising security or efficiency.

Next-Generation Cybersecurity Solution

Tekkis recently introduced ***ENGCS (Enhanced Next-Generation Cybersecurity Solution),*** a tailored platform designed to provide businesses in industries such as healthcare and aerospace with strong protection against evolving cyber threats.

Several key factors contributed to its success:

- **Market Insight:** Tekkis identified gaps in existing solutions, particularly in scalability and customization, allowing ENGCS to address specific industry needs effectively.
- **In-House Expertise:** The company's team of ethical hackers and cybersecurity specialists played a crucial role in developing ENGCS, ensuring it incorporated the latest threat intelligence and the flexibility to adapt to future risks.
- **Client-Centric Design:** Tekkis maintained close communication with clients during development to ensure the platform addressed real-world challenges and integrated seamlessly with existing systems.
- **Effective Marketing:** A targeted marketing campaign highlighted ENGCS's customization, advanced threat intelligence, and proactive security management, which resonated with its intended audience.
- **Ongoing Support:** After launch, Tekkis provided dedicated support and continued to improve ENGCS based on user feedback, reinforcing customer loyalty and long-term success.

By combining these elements, ENGCS has positioned Tekkis as a leader in delivering next-generation cybersecurity solutions, offering businesses reliable and scalable protection that adapts to their evolving needs.

Addressing Evolving Risks

In the past, many businesses struggled with frequent attacks from viruses and other malicious software, often lacking the tools or knowledge to defend themselves. At that time, companies had limited options to identify and address these growing threats, which left them highly vulnerable. Recognizing this gap, Tekkis stepped in with a solution designed to provide effective and affordable cybersecurity. The company began offering specialized services to protect businesses from evolving risks, ensuring their systems remained secure in the face of ever-changing threats. Tekkis's unwavering commitment to delivering high-quality, accessible security solutions has helped it establish itself as a trusted partner in the fight against cybercrime.

Company's Name:	**Tekkis**
Headquarter:	**Westminster, CO**
URL:	**https://tekkis.com/**
Person Name:	**Matthew Rosentrater**
Designation:	**President**

Matthew's Vision

Matthew's leadership philosophy at Tekkis is built on empowerment, collaboration, and continuous learning. He believes that ***effective leadership is not about top-down direction, but creating an environment where every team member feels valued, trusted, and supported to contribute their best work.*** By fostering a culture of mutual respect, Matthew encourages team members to take ownership of their contributions, ensuring that everyone plays an integral role in the company's success. This approach strengthens Tekkis as a unified and high-performing team.

By balancing innovation with effective risk management, Tekkis continues to drive growth while maintaining the reliability and profitability of its solutions. This approach ensures that Tekkis stays ahead of evolving cybersecurity threats and provides strong protection to clients, securing the present and the future. Through this strategy, Tekkis leads in the cybersecurity field, adapting to challenges and delivering long-term value.

Building a Strong Talent Pipeline

Tekkis is committed to identifying and nurturing top talent to maintain its competitive edge in the cybersecurity field. The company focuses on attracting individuals with strong technical backgrounds, especially those with degrees in computer science, cybersecurity, or engineering. Once part of the team, ***employees are supported through continuous growth opportunities, including professional certifications, cross-functional roles, and personalized development plans.*** This ensures that team members are well-equipped to succeed in an ever-evolving industry.

By focusing on talent development and a commitment to innovation, Tekkis continues to lead the cybersecurity industry. Their dedication to client satisfaction and proactive security solutions allows them to stay adaptable in the face of an ever-changing market, while consistently providing the highest level of protection and service to clients.

Secure Your Future Today!

Protect your business with Tekkis' tailored cybersecurity solutions. Stay one step ahead of evolving threats and ensure your infrastructure is safeguarded—without disrupting daily operations.

5 Business Mantras Inspired by Tekkis

1. Innovation with Purpose: Prioritize innovation that addresses real-world challenges, ensuring solutions are always tailored to meet unique business needs.
2. Proactive Security, Not Reactive: Focus on preventing cyber threats before they disrupt operations by implementing comprehensive, forward-thinking security measures.
3. Seamless Protection for Continuous Growth: Provide invisible, integrated cybersecurity solutions that protect business infrastructure without disrupting daily operations.
4. Client-Centric Excellence: Develop customized solutions that put client needs at the forefront, ensuring security strategies evolve in alignment with business goals.
5. Adaptability Drives Resilience: Stay ahead of the curve by continuously adapting to evolving threats and providing businesses with scalable, robust security solutions.

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FINISH BEFORE THE
TIME FRAME

ARAB TAKTING
MANAGEMENT
JUST IN TAKT

BRUS

SELS

A City of World-Class Chocolates, Festivals, and Timeless Beauty

Imagine you planned a trip to Belgium, took a flight, landed at the international airport, and as the doors of the airport opened to greet you, the sweet smell of chocolates filled the air. Everywhere you look, bright displays of pralines, truffles, and delicious chocolate-covered treats catch your eye. For a moment you may get lost in the world of chocolates and forget that you're at the airport, not in a chocolate store. Yes, there is an International Airport in Brussels, a city in Belgium that is the **world's largest chocolate-selling point.** That's not only a surprise, the city is full of rich history, stunning architecture, and lively culture, making it a wonderful place to explore!

In this article, you will learn about the rich and fascinating history of the city, some of its interesting facts, and a brief guide on how to explore it.

Where is Brussels Located?

The city is located in the central part of Belgium. It is the capital of Belgium and the European Union. The city is about **111 kilometers (69 miles)** southeast of Antwerp and around **300 kilometers (186 miles)** northwest of Paris, France.

Climate and Best Time to Visit

The city has a mild climate with cool summers and cold winters. The best times to visit are spring (March to May) and early autumn (September to October). During these seasons, the weather is pleasant, and you can enjoy lovely flowers and fun local events throughout the city.

Climate	Description
Winter (December to February)	Winters are cold, with temperatures usually between **0°C** and **6°C (32°F to 43°F).** Snow can happen, but it's not very common.
Spring (March to May)	Spring brings mild weather, with temperatures from **6°C** to **15°C (43°F to 59°F).** Flowers start to bloom, and the city becomes lively.
Summer (June to August)	Summers are cool and pleasant, with temperatures between **15°C** and **25°C (59°F to 77°F).** It's a great time to explore, though occasional rain can occur.
Autumn (September to November)	Autumn sees temperatures from **10°C** to **17°C (50°F to 63°F).** The weather can be unpredictable, and rain becomes more common.

Key Events You Should Never Miss

Brussels is a city full of lively culture and exciting events all year round. From beautiful flower displays to fun music festivals and Beer Weekend, there are many important events that highlight the city's rich history. Here are some must-see events you shouldn't miss when visiting the city.

Flower Carpet (August)

It is a unique experience you can get if you're visiting the city in August. Every two years the Grand Place is covered with beautiful carpet that gives a stunning view.

Brussels Jazz Weekend (May)

If you're planning to visit in the month of may and a music lover, you shouldn't miss this event. On this day the streets are filled with jazz performances from local and international artists.

Fête de la Musique (June)

Again this is a music festival celebrated on the longest day of the year. There are many free concerts in the city performed by talented musicians.

Comic Strip Festival (September)

The city is famous for its comic culture, and this festival is celebrated with exhibitions, singings, and events featuring famous comic artists talents.

Brussels Beer Weekend (September)

This event is popular for beer lovers, with tasting of local beers and a chance to learn about the famous beer culture in the city.

Rich and Fascinating History

Brussels has a long and interesting history that goes back over a thousand years. It started as a **small fishing village** along the **Senne River** around the 10th century and grew quickly because of its good location on important trade routes. By the 13th century, it became a busy trade center, attracting many merchants and craftsmen.

In the 15th century, the city became the **capital of the Duchy of Brabant,** which made it even more important. Later, in the 16th century, it came under Spanish rule, which brought different cultures and conflicts during the Eighty Years' War. In the 18th century, it was controlled by France, changing how the city was run.

A major change happened in **1830** when the city became the **capital of independent Belgium,** starting a new time of growth. The city is known for its beautiful buildings, like the **Grand Place, a UNESCO World Heritage site,** and its lively culture that reflects its rich and diverse history.

Foods You Must Try in Brussels

The city is famous for its delicious food, offering a variety of tasty dishes that show off its culture and history. From sweet waffles and chocolates to hearty stews and crispy fries, there's something for everyone. Here are some must-try foods when you visit the city.

- **Belgian Waffles:** It is a famous treat loved for its light and fluffy texture. The major ingredients used in it are flour, eggs, sugar, milk, and baking powder.
- **Fries (Frites):** It is a type of snack or side dish often enjoyed with ketchup or mayonnaise. Major ingredients used to make it are fresh potatoes, some spices and oil.
- **Chocolate:** The city is famous for high quality chocolate made by skilled chocolatiers. The key ingredients used to make it are cocoa beans, sugar and milk. To give these chocolates additional tastes, nuts or creams are used.
- **Speculoos:** It is a spiced cooky loved for crunchy texture and warm flavors that are often enjoyed with coffee. Key ingredients used to prepare it are flour, sugar, butter and spices like cinnamon and ginger.
- **Belgian Beer:** Belgium is famous for offering a wide variety of beers available in different flavors. The common ingredients used to prepare this are water, barley, hops, and yeast.

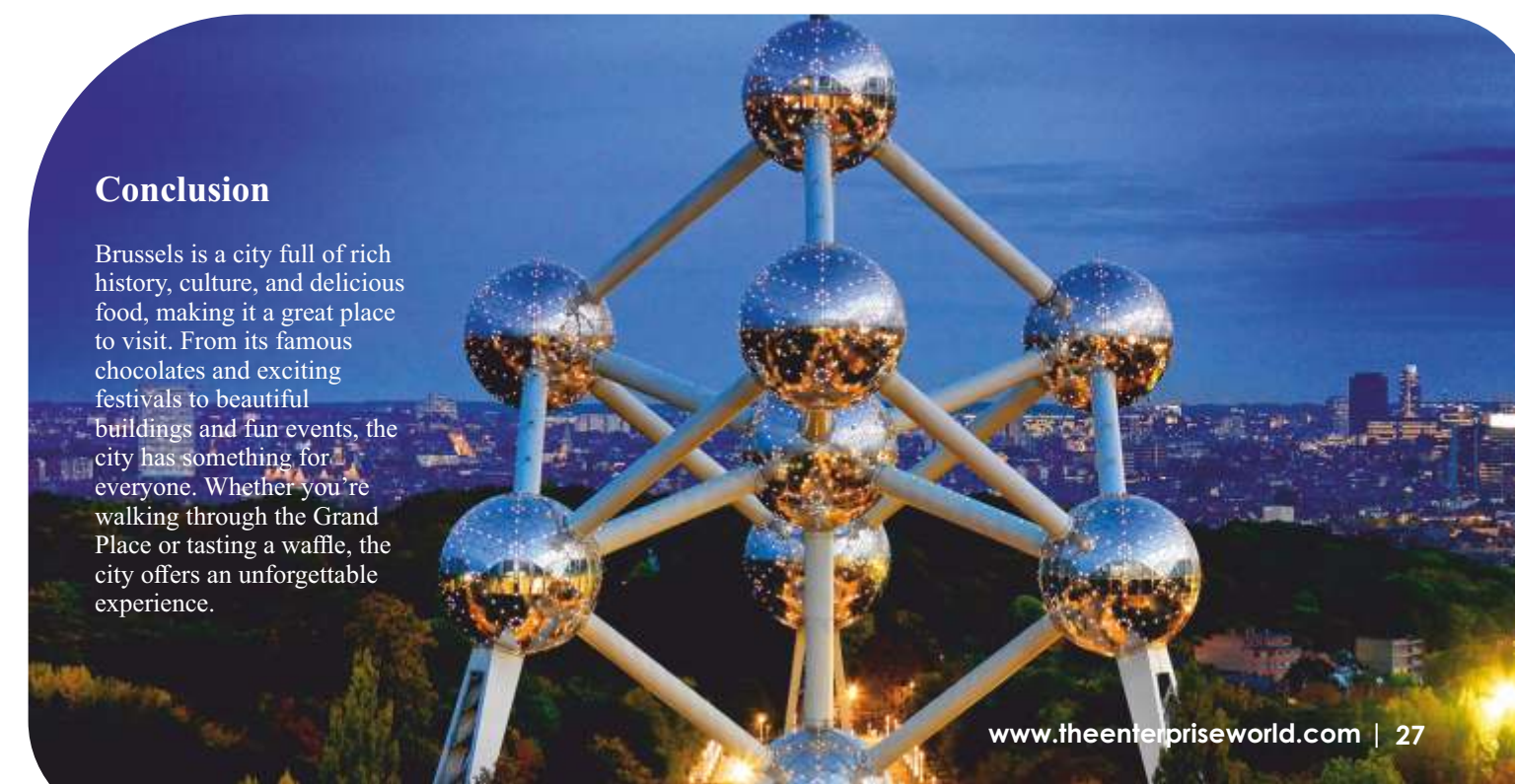
5 Interesting Facts About Brussels You Didn't Know

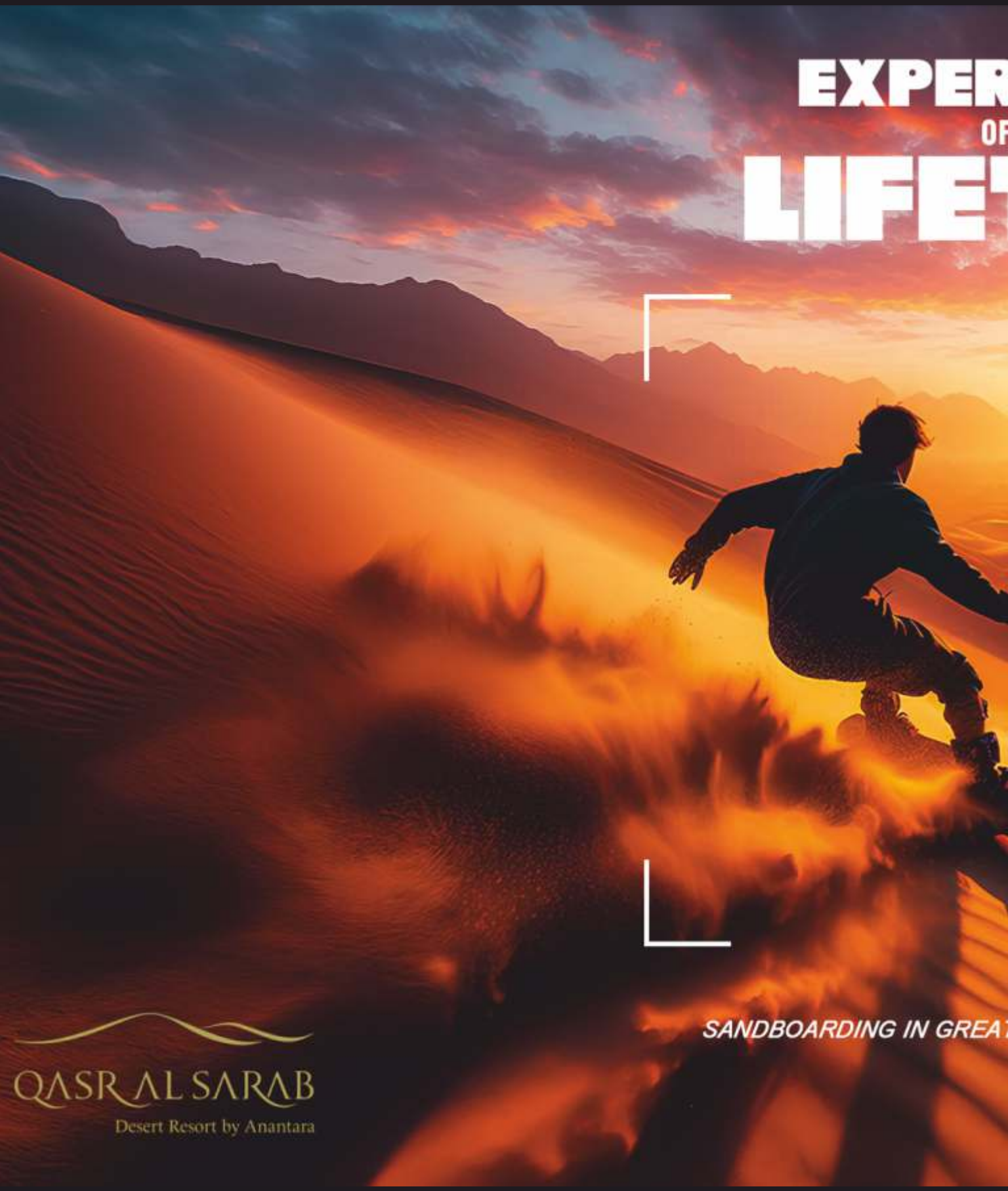
Despite its small size and less-than-perfect reputation, the city has a rich mix of cultures and a lot to explore. Here are some fun facts about it that will make you want to visit!

1. The Atomium is a unique and futuristic building in the city, shaped like a giant atom. It was built for the 1958 World's Fair.
2. The city hosts numerous festivals, including the Flower Carpet, Jazz Weekend, and Beer Weekend, making it a lively and fun city year-round.
3. In the city, people commonly speak French and Dutch, but English is also widely understood.
4. The city is often called the **"Capital of Europe"** because it hosts the European Union's headquarters and many international organizations.
5. This small statue of a boy peeing is one of the most famous landmarks in the city. It has many outfits and is dressed up for special occasions.

Conclusion

Brussels is a city full of rich history, culture, and delicious food, making it a great place to visit. From its famous chocolates and exciting festivals to beautiful buildings and fun events, the city has something for everyone. Whether you're walking through the Grand Place or tasting a waffle, the city offers an unforgettable experience.

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LIFE
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UNCOVER THE SPIRIT OF ARABIA WITH OUR ABU DHABI RESORT

When I first started working remotely, I honestly didn't know how to keep everything in order. Trying to manage tasks, communicate with my team, and stay on top of deadlines felt difficult without the structure of an office. It was only after I started using the right tools that things began to fall into place.

Software like video conferencing platforms and project management tools became essential for making my workdays more organized and less stressful. In this article, I'll talk about some of the top remote work software companies that have been game-changers for me and many others navigating the remote work world.

Top REMOTE Softw R

WORK

ware Companies:

Revolutionizing the Way We Work

Why Remote Work Needs Top-Notch Software?

Remote work comes with challenges: communication gaps, time zone differences, and maintaining productivity. Effective tools address these pain points by enabling real-time collaboration, task management, and secure file sharing. From video conferencing platforms to project management tools, the solutions offered by top remote work software companies are essential for any remote setup.

A cornerstone of remote work, Microsoft Teams combines chat, video conferencing, and file sharing into one platform. It integrates seamlessly with other Microsoft 365 tools, making it ideal for businesses already using the ecosystem. With its extensive features, Microsoft Teams has become a staple for both large enterprises and small teams.

zoom

Known for revolutionizing video communication, Zoom surged in popularity during the pandemic and hasn't slowed down since. Its simplicity, combined with powerful features like breakout rooms and webinar hosting, makes it one of the top remote work software companies in the world. Businesses rely on Zoom for everything from daily team meetings to large-scale virtual conferences.

slack

Slack transformed workplace communication by introducing an intuitive, channel-based messaging system. It's perfect for remote teams looking to stay organized and reduce email clutter. Its integrations with other tools like Google Drive and Asana further enhance productivity.

asana

Asana specializes in project management, helping teams plan, track, and execute their work efficiently. Its visual interface and task management capabilities ensure every team member stays aligned. It's particularly favored by remote teams managing complex workflows.

Trello

For teams that prefer simplicity, Trello offers a straightforward kanban board system to organize tasks. Its drag-and-drop functionality and visual task tracking make it easy for remote workers to stay on top of their responsibilities.

Dropbox

File sharing and storage are critical in a remote setup, and Dropbox excels in this area. Known for its reliability and ease of use, Dropbox ensures teams can securely share and collaborate on files no matter where they're located.

Features That Define the Top Remote Work Software Companies

- **Ease of Use:** Intuitive user interfaces save time and reduce the learning curve.
- **Integration Capabilities:** Tools that integrate seamlessly with other software make workflows smoother.
- **Security:** With remote work increasing exposure to cyber threats, security is a non-negotiable priority.
- **Scalability:** The ability to adapt as teams grow or shrink ensures long-term usability.

How to Choose the Right Software

Selecting the right tools from the top remote work software companies depends on your team's specific needs. Here's a quick guide:

- **Assess Team Size:** Smaller teams might benefit from simpler tools like Trello, while larger enterprises may need comprehensive platforms like Microsoft Teams.
- **Define Core Functions:** Focus on tools that address your primary challenges, whether it's communication, task management, or file sharing.
- **Consider Budget:** While many tools offer free tiers, premium features often require investment. Ensure the cost aligns with the value provided.
- **Test the Options:** Most tools offer free trials—take advantage of these to determine the best fit.

Lesser-Known Players Making Waves

While giants like Microsoft and Zoom dominate the scene, several emerging players are carving out their niche:

Notion

A versatile tool for organizing notes, tasks, and databases, popular among startups.

monday.com

Known for its visually appealing project management interface, ideal for remote teams.

miro

A collaborative online whiteboard, perfect for brainstorming and visual planning.

The Future of Remote Work Software

As remote work continues to evolve, so will the tools that support it. Artificial intelligence, for instance, is playing a growing role in automating routine tasks, improving workflows, and enhancing user experiences. The top remote work software companies are already integrating AI to offer features like smart scheduling, real-time transcription, and advanced analytics.

Additionally, the rise of virtual and augmented reality promises to redefine remote collaboration, making it more immersive and engaging. Imagine virtual offices where remote workers can collaborate as if they were physically together—this is not a distant dream but a near-future reality.

Conclusion

The success of remote work hinges on the tools that power it. From established giants like Zoom and Microsoft to innovative newcomers like Miro, the top remote work software companies are pivotal in keeping the wheels of modern work turning. By carefully choosing the right software for your team's needs, you can ensure productivity, collaboration, and success in the remote era.

Remote work is here to stay, and with the right tools, it's not just a feasible option—it's the future.

YOU DON'T WALK,
YOU LEAD.
YOU ARE
BUILT RARE
RESIDENCES AS RARE AS YOU
CODENAME
BUILT
RARE
EXQUISITE 3 & 4 BED RESIDENCES
GOLF AVENUE, INDIRANAGAR, BENGALURU

Century®
THINKING AHEAD

The Iconic Ice Cream Chain with Endless Flavor Adventures

Did you know Baskin-Robbins, the **American multinational ice cream chain,** uses a unique **"31 flavors"** concept, offering **different flavors for each day of the month?** This innovative approach captures the heart of ice cream lovers and sets the brand name in the competitive dessert market. Today, it is available in **8,000 locations** worldwide, making it the largest chain globally. In the last year, it generated a revenue of approximately **$1.4 billion** which reflects its impressive growth and success.

In this article, you will learn about the rich history of the company, its marketing strategies, the story behind its logo, challenges, and some of its interesting facts.

BR
BASKIN • ROBBINS
BR
BASKIN • ROBBINS

Brand History of Baskin-Robbins

Baskin-Robbins kicked off in **1945** when **Burt Baskin** and **Irv Robbins** opened their first ice cream shop in Glendale, California. They envisioned a place where ice cream lovers could explore a wide range of flavors, delighting customers with unique and delicious options.

In its early years, the company quickly gained popularity, introducing favorites like **Pralines 'n Cream and Mint Chocolate Chip.** The company began franchising in 1948, expanding its reach beyond California and becoming a go-to destination for ice cream across the United States.

In 1967, the company joined forces with **Dunkin' Donuts,** further boosting its growth. Over the years, the brand has adapted to changing tastes by adding exciting new flavors and products while staying true to its roots. It continues to win hearts with its creativity and delicious treats, ensuring that ice cream lovers everywhere have something to smile about.

Story of Baskin-Robbins Logo

The Original Logo (1945)

The first logo was simple and featured the brand name in bold letters. This design reflected the straightforward vision of founders Baskin and Robbins when they opened their first ice cream shop in Glendale, California.

A Colorful Transformation (1953)

As the brand expanded, it needed a more vibrant and recognizable logo. The goal was to capture the fun and inviting atmosphere of the ice cream parlor.

The Iconic Pink and Blue Logo (1953)

The new logo introduced playful pink and blue colors, quickly becoming a symbol of joy. It cleverly combined the letters **"B"** and **"R,"** while hiding the number **"31"** in the pink section, representing the idea of offering a different flavor for each day of the month.

Keeping It Fresh Over Time

The logo has seen minor updates to keep it modern and engaging. Despite these changes, the pink and blue colors have remained a signature feature, highlighting the brand's playful spirit.

Today's Meaning

The logo stands for **quality** and **creativity** in the ice cream industry. It invites ice cream lovers everywhere to enjoy delicious treats, making it an instantly recognizable symbol of indulgence.

Baskin-Robbins Market Strategies...

1. It keeps trying to invite consumers with multiple innovations - offering seasonal flavors, giving a limited-time offer, customizable options, and a wide range of designs, shapes, and sizes.

- The company offers seasonal flavors throughout the year, capturing consumers' interest during holidays, special occasions, and weather changes.
- The company offers limited-time offers for different flavors available only for a fixed period.
- To appeal to diverse tastes and dietary requirements, it offers customizable ice cream sundaes, milkshakes, and cups.
- Products are available in different shapes, designs, and sizes to reach the maximum consumers at the time.

2. Many ice cream lovers have different tastes, colors, designs, and sometimes ingredients to check in ice creams they are eating. The company ends all these concerns at a single point for you whether buying for kids and families, you're health conscious, or any premium ice cream enthusiast needs outstanding tastes or flavor.

3. To gain customer loyalty and gain more consumers attention, the company runs programs like birthday clubs and rewards for multiple customers.

4. Through sports sponsorships, charitable alliances, seasonal campaigns, and collaborating with iconic brands the company expands its reach and draws new audiences.

5. To provide an incredible in-store experience, and attract and retain consumers, the company focuses on a welcoming atmosphere, interactive elements, and unique product presentations.

What Are the Challenges Faced by Baskin-Robbins?

The company faces several challenges in the ice cream market. Customers now prefer healthier, low-sugar, and plant-based options, so the brand has to adjust its menu. Competition from other brands and small ice cream shops adds more pressure, and sales can drop during colder months. Managing franchises worldwide is also tough, as it's hard to keep the quality consistent across all locations. Rising costs for ingredients and labor make it harder to maintain profits. Lastly, with more people using online services, Baskin-Robbins needs to keep up by offering mobile ordering, delivery, and better digital engagement.

BASKIN • ROBBINS™

5 Interesting Facts About Baskin-Robbins You Didn't Know

01 In 1953, when the brothers-in-law Baskin and Robbins decided to merge their stores and name as a single company, they faced conflict with the name of the company. They settled it with a **coin flip,** with the winner's name appearing first.

02 Many celebrities, including **Barack Obama and Julia Roberts,** have worked for the company before they gained fame. Their connection with it adds a fun link to the brand's history and popularity.

03 Burt Baskin passed away from a heart attack in **1967,** shortly after selling the company to United Fruit Co. His death marked changes, Robbins had to manage double roles and responsibilities to take the company forward.

04 The company holds the **Guinness World Record** for the **largest cup of ice cream weighing 8,865 pounds.** This record highlights its playful yet ambitious spirit in the dessert world.

05 "31 flavor" concept doesn't mean the company makes ice cream in 31 flavors, it has more than **1,300 flavors** including limited edition varieties that continue to surprise and delight customers.

Conclusion...

Starting with a small vision to provide delicious flavors and tastes in ice cream, and later holding its name in the Guinness World Record for making the world's largest cup of ice cream, the story of Baskin-Robbins is one of innovation, growth, and dedication. Over the years, the company has delighted customers with its creative offers, new flavors, and experience. Today, it is inspiring newcomers in the dessert industry, setting a benchmark for quality, creativity, and customer satisfaction.

Neglect hides
BE KIND TO ANIMALS
SPCA
SINGAPORE
FRIENDS FOR LIFE®
The quicker we s
Let's give our pe

in plain sight.
spot it, the quicker we can stop it.
ts the attention they deserve.

34 BRANDS THAT OFFER STUDENT DISCOUNTS

When I first started college, managing my finances was a constant challenge. Between tuition, textbooks, and basic living expenses, there wasn't much left for extras like a new laptop or even a night out with friends. That's when I discovered a lifesaver—student discounts. From tech giants like Apple to my favorite fast-food spots, so many brands offered exclusive deals for students. These discounts made life a little easier, and I still remember how much they helped. If you're a student trying to stretch your budget, here are some great brands that offer student discounts to check out.

Major Retailer Brands That Offer Student Discounts

1. Amazon:

Amazon offers a great deal with its Prime Student membership. Students enjoy six months of free Prime access, followed by a discounted rate of $7.49 per month. This includes perks like free two-day shipping, 10% off flights and hotels, and even homework help. For students managing busy schedules, this is a game-changer.

2. Sam's Club:

College students can score discounted memberships through UNiDAYS. Deals include $40 off a Sam's Club Plus Membership and a $45 eGift Card when you spend $45. Signing up is free and unlocks exclusive savings.

3. Target:

Through Target Circle's College Student Appreciation program, students receive 15% off select purchases. Signing up requires student ID verification, and discounts are perfect for dorm room essentials or everyday necessities.

4. Costco:

New Gold Star Members can save big at Costco with a $30 Digital Costco Shop Card for students. Membership through UNiDAYS ensures consistent savings on bulk purchases—a boon for frugal students.

Technology Brands That Offer Student Discounts

5. Apple:

Students save on MacBooks, iPads, and accessories with Apple's education pricing. A

MacBook Air, for example, is priced at $999 for students instead of $1,099. Parents of students are also eligible for these discounts.

6. Microsoft:

Microsoft offers up to 10% off computers and accessories for students. Additionally, Office 365 is free for students, which is invaluable for academic work.

7. Dell:

Dell provides exclusive discounts on laptops and accessories when students register with a valid academic email. Current deals include $300 off the XPS 15 Laptop.

8. Adobe:

Creative students can enjoy Adobe's Creative Cloud for $19.99/month, significantly lower than the regular price of $54.99/month. Access to tools like Photoshop and Illustrator is essential for design students.

9. Lenovo:

Lenovo offers an extra 5% off for students, verified via ID.me. This includes laptops, monitors, and accessories, making it easier to gear up for academic success.

Clothing Brands That Offer Student Discounts

10. J.Crew:

J.Crew provides a 15% discount to students both in-store and online. This deal is perfect for professional or casual attire needs.

11. Levi's:

Levi's makes denim more affordable with 15% off online purchases after student verification.

12. Tommy Hilfiger:

Students receive 15% off in-store and online at Tommy Hilfiger by signing up via ID.me.

13. Hanes:

For wardrobe basics, Hanes offers 10% off online purchases for verified students.

14. The North Face:

Outdoor enthusiasts can enjoy a 10% discount on The North Face's full-price items by verifying their student status.

Restaurants Brands That Offer Student Discounts

15. McDonald's:

Get a free Cheeseburger, Mayo Chicken, or McFlurry with any Extra Value Meal purchase. Just show your student ID at participating locations.

16. Dunkin':

Start your mornings right with 10% off at Dunkin'. Simply flash your student ID.

17. Buffalo Wild Wings:

Students can enjoy 10% off meals at many Buffalo Wild Wings locations—great for game nights with friends.

18. Taco Bell:

Participating Taco Bell outlets provide a 10% discount to students craving quick bites like Crunchwrap Supremes.

19. IHOP:

IHOP offers students 10% off their meals at participating locations, perfect for late-night pancakes or study breaks.

Travel and Transportation Brands That Offer Student Discounts

20. Amtrak:

Students aged 17–24 can save 15% on train travel by booking at least one day in advance.

21. United Airlines:

Travelers aged 18–23 get a 5% discount on flights booked through the United app.

22. Greyhound:

Greyhound offers 10% off fares with the Student Advantage Card, available for $30 annually.

23. Hotels.com:

Through UNiDAYS, students can unlock discounts of up to 40% on last-minute hotel bookings.

24. FlixBus:

FlixBus provides a 15% discount for students who register through Student Beans.

Entertainment Brands That Offer Student Discounts

25. Spotify Premium + Hulu:

Students get Spotify Premium and Hulu for just $4.99/month—a significant discount from the regular $17.98 combined price.

26. YouTube Premium:

Enjoy ad-free videos and music for $7.99/month with YouTube's student discount.

27. The Washington Post:

Students can access The Washington Post for just $1 every four weeks, ideal for staying updated on current events.

28. Paramount+:

Paramount+ Essential plans cost students $4.50/month, down from the usual $5.99.

29. AMC Theaters:

AMC offers discounted ticket pricing to students. Just present a valid ID at participating locations.

Home Goods Brands That Offer Student Discounts

30. GhostBed:

Students enjoy 50% off their entire order at GhostBed, ensuring restful sleep during demanding semesters.

31. Mattress Firm:

Mattress Firm offers 20% off select items and an additional 10% off Purple products for students.

32. Brooklyn Bedding:

Brooklyn Bedding provides a generous 30% discount plus free shipping for verified students.

33. Puffy:

Students can save up to $1,425 on mattresses with Puffy's student discount program.

34. Helix:

Helix offers 15% off mattresses when students verify eligibility through UNiDAYS.

Conclusion

As a student, the right discounts can ease financial stress while ensuring access to high-quality products and services. Whether it's tech for school, meals on a budget, or travel home, these brands that offer student discounts make life more affordable. Take advantage of these offers by verifying your student status through platforms like UNiDAYS or ID.me and enjoy significant savings throughout your academic journey.

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